REPORT OF A STUDY

OF MOVIE-GOERS' KNOWLEDGE ABOUT

AND ATTITUDES TOWARDS THE

BERGMAN-ROSSELLINI PUBLICITY

RKO-50-10
February 27, 1950

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RKO RADIO PICTURES, INC.

This is a report of the findings in a survey to determine the following:

1. How many movie-goers had heard about the Rossellini-Bergman affair and what they had heard.

2. How many movie-goers had their opinions about Ingrid Bergman changed by what they had heard.

3. How it affected their attitude towards the picture STROMBOLI.

Note: It should be kept in mind, of course, that besides affecting the movie-goers' attitudes towards seeing the picture the news of Bergman's private life had its greatest effect on the picture's penetration, an effect which greatly overshadowed any influence it had on the picture's want-to-see.

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SUMMARY

1. The great majority of movie-goers had heard about the Rossellini-Bergman affair. Ninety-four per cent said they had heard or read about Bergman recently. When questioned further, it was found that practically all of them had heard of the scandal.

2. Forty per cent of those interviewed said their opinion of Ingrid Bergman had been changed by what they had seen or heard about her recently. Of the 40 per cent, the opinions regarding Ingrid Bergman of 39 changed for the worse. Only one per cent suggested that she rose in their esteem as a result of the course she chose.

3. The net effect of this publicity on movie-goers' attitudes towards seeing STROMBOLI was negligible. Twelve per cent of those interviewed indicated that they would not see STROMBOLI because of the Bergman-Rossellini affair. On the other hand, another 12 per cent of those interviewed who wanted to see the picture gave reasons which could be attributed largely to interest aroused by the affair. There is thus no evidence that the publicity had any net effect which would prove unfavorable.

4. This aspect of the scandal's impact, however, is greatly overshadowed by the tremendous boost to the picture's penetration provided by the free publicity. This must obviously be considered in an over-all evaluation of the effect of the Bergman affair on the box-office of this particular picture. Our conclusion is that the publicity has added greatly to the picture's potential since it produced tremendous penetration and had no apparent net negative effect on the picture's want-to-see.

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I. HOW MANY MOVIE-GOERS HAVE HEARD OF THE ROSSELLINI-BERGMAN AFFAIR AND WHAT THEY HAVE HEARD

A national cross-section of movie-goers interviewed on February 4, 5, and 6, immediately after the news of the birth of Bergman's illegitimate child (February 2) were asked whether they had heard anything about Ingrid Bergman recently, and if so, what they had read or heard about her.

While 94 per cent of those interviewed claimed to have heard or read something about her recently, 92 per cent were able to prove by specific reference that they were informed about the scandal.

"Have you heard or read anything about Ingrid Bergman recently?"

	Per Cent
YES	94
NO	6
	100

"What did you hear or read about her?"

	Per Cent
She is going to or has had a baby	52
She is trying for a divorce	45
Rossellini is the father of her child	22
She wants to marry Rossellini	14
She has had an affair with Rossellini	9
In love with Rossellini	4
She has left her daughter	2
Her husband won't grant her a divorce	2
Couldn't say	2
	152*

* Percentages add to more than 100 because in many cases respondents gave more than one answer.

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II. HOW MANY MOVIE-GOERS HAD THEIR OPINIONS ABOUT INGRID BERGMAN CHANGED BY WHAT THEY HAD HEARD

Sixty per cent of those interviewed claimed that their opinion of Ingrid Bergman had not been changed by anything they had heard or read recently, while 40 per cent stated that their opinion of her had been changed.

The opinion of 39 per cent of movie-goers about Ingrid Bergman had undergone a change for the worse, while one per cent actually volunteered that they thought more of Ingrid Bergman than previously as a result of her recent experiences.

Movie-goers' views on this question in detail are shown in the table below:

"Has your opinion regarding Ingrid Bergman been changed by anything you may have seen or heard about her recently?"

	Per Cent
YES	40
NO	60
	100

Those who answered that their opinion had been changed were then asked:

"How has it been changed?"

	Per Cent
Now regard her as an immoral woman	12
Disappointed in her	11
Have lost respect for her	10
Disapprove of her actions	6
She should be more discreet	2
Don't care to see any more of her	2
Proved to be a foolish woman	2
No longer think she's a good actress	1
Think more of her - admire her courage	1
	47*

* Percentages total more than 40 because some respondents gave more than one answer.

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Comments of those who answered that their opinion had not been changed were as follows:

	Per Cent
Bergman is a good actress	10
What she does is her own business	6
Makes no difference - still like her	5
Haven't heard anything about her	3
All alike in Hollywood	3
Not interested	2
No comment	31
	60

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III. HOW DID KNOWLEDGE OF THE ROSSELLINI-BERGMAN AFFAIR AFFECT MOVIE-GOERS' ATTITUDES TOWARDS THE PICTURE "STROMBOLI"

The net effect of this publicity on movie-goers' attitudes towards seeing STROMBOLI was negligible. Twelve per cent of those interviewed indicated that they would not see STROMBOLI because of the Bergman-Rossellini affair. On the other hand, a minimum of 12 per cent of those interviewed gave reasons which could be credited to interest aroused by the affair. There is thus no evidence that the publicity had any net effect that would prove unfavorable. However, this aspect of the effects of the publicity is greatly overshadowed by the tremendous boost the picture's penetration provided. This fact, though not one especially investigated by this survey, must obviously be considered in an over-all evaluation of the effects of the Bergman affair on the box-office of this particular picture.

Reasons of those who wanted to see the picture which could be attributed largely to the publicity of the Bergman-Rossellini affair:

	Per Cent
Because of the scandal	9
Have heard and read so much about the picture	2
Curious about it	4
	15

While in our opinion most of the responses "Have heard and read so much about the picture" and "Curious about it" can be credited to the affair's publicity, it probably is sounder to be conservative and give them only half credit. When this is done, it reduces our estimate of the total percentage of those wanting to see the picture because of the scandal's publicity to 12.

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Other reasons given for wanting to see the picture were:

Bergman is a fine actress
Have always liked her
She is beautiful
Rossellini is a fine director
Like foreign-made films

Reasons of those who did not want to see STROMBOLI which could be attributed to the publicity of the Bergman-Rossellini affair:

Her bad publicity, won't see
any more of her pictures, don't
like Bergman any more, she's
shameless, immoral 12%

Other reasons given for not wanting to see it were:

Not interested in the subject,
type, story.
She's not a good actress, never liked
Bergman, her acting isn't as good as
it used to be.
Not familiar with the picture
Don't like foreign films
Reviews I've seen not too good

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IV. THE PENETRATION OF "STROMBOLI"

The penetration of STROMBOLI during this period was very high. As part of the study we asked the following questions:

(a) *"Can you tell me the name of Ingrid Bergman's latest picture which is soon to be released?"*

(b) *"Can you tell me anything about the picture?"*

The findings were as follows:

	National	*New York City*
Named STROMBOLI	49	67
Could not name STROMBOLI but mentioned either the volcanic setting, that Rossellini directed it, or some other correct fact about the picture	11	6
Total penetration	60	73

These questions are not the standard penetration questions as the standard questions did not lend themselves to the primary purpose of this study. Nevertheless, we have found in the past that in the case of a picture with high penetration and an outstanding star these questions produce nearly the same results as our standard penetration approach.

As can be seen, the picture had obtained exceedingly high penetration up to this point, most of which could undoubtedly be attributed to the publicity. Therefore, the general effect of the publicity has been to add greatly to the picture's potential. This conclusion is based on the fact it produced tremendous penetration and had no apparent net negative effect on the picture's want-to-see.

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In the following section of the report we are including a record of some of the verbatim comments obtained in the survey. At the top of each page of comments is the question asked, and for each comment is shown the age and sex of the respondent who made that comment.

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QUESTION: *"Have you heard or read anything about Ingrid Bergman recently?"*
"What did you read or hear about her?"
"Can you recall anything else?"

She had a baby.
Her lover is Rossellini. Female - 50

She just had a baby. She's still not divorced officially from her husband.
Just the usual scandal, I can recall. Female - 19

That she just had an eight pound baby boy.
I wouldn't want to put it in writing. Male - 24

Last night I heard she and whosis are very happy about the baby they had.
She's going to make some movies abroad. Female - 15

She had an illegitimate child.
She's getting a Mexican divorce. Male - 16

I heard she had a son by Rossellini while still married to Dr. Lindstrom, legally married.
That about covers it. Female - 46

Gossip about her not being divorced. Female - 21

She's in a scandal and has a baby.
She's in Italy and her husband went there and tried to get her to come back sometime ago, but she wouldn't do it. Male - 15

That she was in love with that Italian director and was suing her husband for divorce.
Papers announced the baby by this morning. Female - 48

In newspaper that she was going to have a baby.
Also didn't have her divorce. Male - 44

She had a little baby boy and that maybe her husband will claim the baby, but another man wants to marry her. Female 21

I heard all about her divorce and the birth of her baby. Male - 34

She gave birth to a son by Rossellini.
I feel sorry for her husband. Male - 27

She just gave birth to an illegitimate baby.
The child is considered an American citizen. They are to ban Stromboli.
Female - 23

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QUESTION: *"Have you heard or read anything about Ingrid Bergman recently?"*
"What did you read or hear about her?"
"Can you recall anything else?"

She is going to have a baby but father is not the husband.
She is getting a divorce. Male - '7

She had a baby. She was just divorced and is going to get married to Rossellini, an Italian movie director. Female - 15

She just had a baby and she's going to marry that Italian guy and divorce her husband. Female - 17

Oh, she had a baby over in Italy that caused a bit of gossip.
Everyone is talking about her. The father's marriage is annulled.
Female - 21

Heard she had a baby. Male - 17

That she can't even come back and go into pictures since the scandal.
She had a baby. Female - 44

She had a baby.
She was living on other side and got a divorce or something. Female - 18

She had a baby in Rome before her divorce.
Her picture STROMBOLI is coming out soon. Female - 16

An awful lot - mostly that she had a baby.
Wouldn't go into all of it. Male - 29

She had a baby and got a divorce from her husband.
Her baby is illegitimate. Female - 18

She just had a baby. She's getting a divorce in Mexico. Rossellini is the man she's going to marry.
She made a picture over in Italy. Been over there quite a while.
Male - 25

Well, she surprised everyone by having a baby boy in a clinic.
She's getting a divorce. Female - 24

While on isle of Stromboli she switched lovers. She will retire - that she's very happy.
Will seek Mexican divorce. Male - 37

About her wanting to divorce husband, marrying Rossellini.
I read this morning where she had given birth to a boy. Female - 33

That she had a baby boy.
That she wrote a note to Rossellini telling him that she loves him.
Female - 20

That she had had a son.
Son of Rossellini. She is divorcing her husband to marry Rossellini.
Female - 20

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QUESTION: *"Have you heard or read anything about Ingrid Bergman recently?"*
"What did you read or hear about her?"
"Can you recall anything else?"

Nothing outside of the fact that she has a baby.
Rossellini is supposed to be the father. Female - 43

Having a baby. She is getting married.
Rossellini said child is his. Female - 24

She left her husband.
She gave birth to boy. Female - 27

About illegitimate child - about her lover Rossellini.
Anxious to get settlement with spouse. Female - 29

About the baby being born.
Her picture is story about that island. Male - 16

I've heard so much. I read about her picture with the producer and the love affair and the birth of her baby. Female - 27

Went over to Europe and had another baby.
She's getting a Mexican divorce. Male - 16

That she's getting a divorce and loves Rossellini.
She had Rossellini's baby. Female - 16

She had a baby.
Rossellini is the father. Male - 24

She had a baby.
Her husband is getting rid of her. Male - 30

Oh, Ingrid's affair and ultimate result on the Island of Stromboli.
The doctor's refusal to grant her a divorce and I believe she did get a Mexican divorce which came final recently. Male - 36

About her having an illegitimate child.
I heard she was making a movie. Female - 35

Her affair and her having the baby.
Her new picture coming out, STROMBOLI, lot of talk that it's good.
Female - 40

Just had a baby.
She received her divorce. Female - 29

Heard about the kid and the divorce naturally.
Been running around a long time with that guy. Male - 17

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QUESTION: *"Have you heard or read anything about Ingrid Bergman recently?"*
"What did you read or hear about her?"
"Can you recall anything else?"

About having a baby.
She's not married to the man. Male - 37

About the baby and no divorce is final yet.
Supposed to change to Catholic. Female - 18

Plenty, my God - bad example for children.
May have been in love with man, should have more sense. Female - 28

Heard she's making a picture over in Italy and she's divorcing Dr. Lindstrom - just had a baby.
I believe her picture is just being released. Male - 28

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QUESTION: *"Can you tell me anything about the picture?"*

Locale in an island near Italy. Female - 38

Takes place about a volcano around Italy. Female - 30

Life on a small island. Female - 20

Filmed on Italian isle, under direction of Rossellini. Female - 24

Something to do with fishing. Male - 51

The whole story centers about the island. Male - 23

It was made in Italy. Male - 28

It takes place on an island in Italy. There is a dispute between her husband and herself. She returns to him when she has a baby. Female - 27

It was filmed in Italy and I understand the director is her lover. Male - 33

An island picture, it takes place on an island. Female - 29

I heard it was exceptional in the case of sex. Female - 21

Oh, it was made on an island in Italy, and she fell in love with her director and had a baby to him. The picture isn't supposed to be good. Female - 31

No, except it was filmed in Italy. Female - 33

Directed by Rossellini - produced by RKO - fight whether cut in Italy or U.S. Male - 37

Oh, it's supposed to be very good. It has mostly natives in the cast. It has a volcano. Female - 23

They've been over around Italy making it for a long time. Male - 24

Only that it was made in Italy and they talk a lot in Italian. Male - 29

It's filmed on that island near Italy. Male - 36

It's about a volcanic island and the picture was made there. Male - 29

It's filmed on that island near Italy. Male - 36

It's about a volcanic island and the picture was made there. Male - 29

It's made by the Italian she's involved with. Female - 20

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QUESTION: *"Can you tell me anything about the picture?"*

Takes place on a volcanic island in Italy. Male - 26

Nothing, only made on an island by that name where she spent the summer. Female - 45

It was made in Italy and was directed by Rossellini. Female - 26

It's about a fisherman's wife. Male 32

Love story. Male - 21

She made it over there. Female - 16

On volcanic islands outside Italy. Female - 49

It's on an island - volcanic island. Male - 30

It's filmed in Italy. Male - 37

Filmed on island same name - love picture. Male - 17

Takes place in Italy. Female 29

Heard it is good. Female - 40

I picture it as a jungle picture. Female - 35

It's a picture of war time Italy, I believe - she is married to a heel who treats her badly and she becomes pregnant in the picture also. Male - 36

It's a love and adventure picture. Male - 24

It was made in Italy and was directed by Rossellini. It's about a volcanic island. Female - 16

The hardships of a fisherman and his wife on a lovely island is portrayed. Male - 29

Maybe about the war - I don't know. Male - 24

Life on the island like the natives live. Male - 16

Made with cast of natives instead of professionals, I think. Female - 29

The guy who gave her the kid is in it with her. Male - 33

A picture of a fisherman who brings his foreign girl to the island of Stromboli as his wife. Female - 25

I understand it's about a fisherman and his wife. Female - 30

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QUESTION: *"Can you tell me anything about the picture?"*

Made in Italy. Male - 45

I think it is a girl who marries a native fisherman and the natives aren't easy to get along with on the island. Female - 24

Nothing except that it's a foreign picture. Male - 24

It takes place on an island. Female - 25

It was made in Italy because she felt that she could be more creative and alive under Rossellini. Male - 25

Made in Italy - Rossellini directed it. Male - 19

It was made on an island off the coast of Italy. Female - 34

It's about a girl who lives on an island - has an affair with a lighthouse keeper and has a baby. Female - 25

It's about a volcano in Italy. Male - 13

She has a big love affair in it, I think. Male - 17

About an island - Rossellini directed it. Female - 14

Made on island - Italian director, Rossellini. Female - 17

I just know it's a foreign picture. I think it's a love story. Female - 16

There's an Italian fisherman in it. Female - 35

It was made on island of Stromboli - written by Rossellini. Female - 31

Well, I read it was a 20 minute travelogue stretched out to 80 minutes. That was before she had her baby. Male - 30

Made in Italy around an island, I heard on the radio and that's the home of that character Rossellini. Male - 30

It was made on an island off the coast of Italy. Male - 27

About a fisherman and his wife. Male - 50

It's about the island on which the picture was made - hurricane or bombing. Female - 24

It was made on an island, volcanic. A woman who has a baby. Female - 35

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QUESTION: *"Can you tell me anything about the picture?"*

There's a lot of excitement in it. Something about a volcano erupting and people dying. Male - 39

The people on a deserted island - what happens when their lives come together. Male - 35

About a fisherman and his wife. Female - 40

Filmed in foreign lands - directed by her new husband. Male - 17

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QUESTION: *"Do you especially want to see her new picture?"*
"Can you please tell me why you would like to see it?"

I think it'll be good. Female - 22

I've always liked her. Male - 28

Like Bergman and it's an extra special film - great director. Female - 22

Just kind of like to see it, no reason, she's a good actress. Male - 32

I've seen her other pictures and enjoyed them very much - especially Joan of Arc. Female - 25

Because she is a good actress. Male - 19

Might give me a few pointers. Male - 26

I'm dying to see what happens - and to see Rossellini, too. Female - 57

Because you can always depend on her pictures to be good - she is a fine actress. Female - 15

I just like the good pictures and her's would probably be good. Male - 52

Because of the build-up it's been given. Male - 22

It's been publicized a lot. Male - 20

I enjoy her acting at any time. Female - 23

I like Ingrid Bergman's acting - the pictures she plays in. Female - 26

Because Ingrid Bergman is a very good actress. Male - 32

Because I've heard so much about it. Female - 37

I'd like to see where this all happened. Male - 29

Just for curiosity. Male - 23

Because I heard so much about it. Male - 28

Probably from the scandal that has arisen from it. Male - 47

I like Rossellini's movies and I'm curious about this one. Female - 23

She's a good actress for one thing. Male - 31

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QUESTION: *"Do you especially want to see her new picture?"*
"Can you please tell me why you would like to see it?"

Well, I liked her pictures in the past - I think she's a born actress. Female - 20

To see the artistic abilities of the father of her new child. Male - 29

After all the scandal I'll be as curious as the next one. Male - 58

It sounds like it would break records on account of the passion and rawness of it. Male - 38

I did see most of the previews. Plenty of action. Male - 17

Liked JOAN OF ARC with Ingrid Bergman. Male - 13

There's so much talk about it. Male 35

She's a pretty good actress. Female - 17

I always did like her. Female - 35

She's a very good actress and I like adventure pictures. Female - 21

Especially since I've heard about her, I'd like to see it more. Female - 20

It has been advertised a lot and I think it will be a good picture. Male - 27

Just by the name - I'd like to see what it's about. Male - 29

Well, you get to wondering what kind of movie it is - you know, after you read so much about her. Female - 34

I'd like to see if it's as bad as I heard it is. Female - 30

I think she's a good actress and the scandal makes me wonder what kind of pictures Rossellini puts out. Male - 24

Want to see Italian scenery and her. Female - 18

Interesting and because of what has been said about her. Female - 20

It sounds exciting and with all this publicity I just would like to see it. Female - 16

Because of the things I have read of the actual filming of the picture. Female - 30

She's a good actress. Her pictures are pretty good usually. Male - 53

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QUESTION: *"Do you especially want to see her new picture?"*
"Can you please tell me why you would like to see it?"

I'd like to see what she looks like with this man. Male - 15

She's a good actress. Female - 16

I always like to see Bergman's pictures. Female - 25

Oh, I just like the way she acts and it sounds interesting. Female - 12

Just out of curiosity and I always enjoyed her as an actress. Female - 26

Out of curiosity and also have always seen her pictures and don't see why I shouldn't see this one. Female - 25

Mainly just to see what the picture is - curiosity I guess you would say. Male - 25

I always like Ingrid Bergman. Female - 20

I think she is a wonderful actress. Female - 21

Because of all the current discussion. Female - 25

Now that I've heard all this, curiosity would make me want to see it. Female - 19

I like Ingrid Bergman. Male - 23

Out of curiosity. I like her acting. Female - 30

Because of the amount of advertising on both sides. Male - 49

I'd like to see what she looked like while it was happening. Male - 28

Because Ingrid Bergman is an actress. It's her ability to act that interests me, not her private life. Female - 29

I haven't got a reason - just because I like her. Female - 18

Like to see it for scene of tremendous volcano and how people escape and other scenic effects. Male - 18

Written up in papers about filming of it, and publicity on Rossellini. Female - 20

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QUESTION: *"Do you especially want to see her new picture?"*
"Can you please tell me why you would like to see it?"

I guess because I heard so much about her. Male - 41

Not because she's in it but it will be good. Male - 60

Because I have always admired Ingrid Bergman. Female - 28

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QUESTION: *"Do you especially want to see her new picture?"*
"Can you please tell me why you do not want to see it?"

It just doesn't sound good to me. Male - 20

She turns my stomach to do a thing like that. Female - 37

Oh, I guess on account of her personal life. Male - 29

I think it is a tough way to publicize a movie. Female - 16

I don't care for her type of picture. Male - 43

Go for more adventurous kind - title not too appealing. Male - 13
No desire to see any of her pictures. Female - 65

A lot of her pictures are too serious and full of problems. Male - 14

It just doesn't sound good - I don't like foreign pictures. Male - 16

Because of what she did to her husband and little girl, I don't have any use for her. Female - 31

Well, I guess all these rumors have affected me - the title doesn't mean anything to me. Female - 33

I don't think I'd like it because it's in a foreign country. Female - 13

Because I don't understand Italian and there is a lot of Italian dialogue. Male - 29

I've lost respect for her. Male - 45

I don't like the name. Male - 13

I wouldn't go to see her after all of this. Female - 44

Just that name don't sound no good to me. Female - 16

I don't know anything about it yet. Male - 33

I never cared too much for her anyway. Male - 42

She's left sort of a bad taste in my mouth even though her personal life shouldn't enter into it. Male - 24

After the recent adverse publicity of Miss Bergman, I wouldn't go to see any picture she made. Male - 42

Because I've heard so much against it and this recent affair of hers. Male - 37

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CONFIDENTIAL FOR THE EXECUTIVES OF

RKO RADIO PICTURES, INC.

QUESTION: *"Do you especially want to see her new picture?"*
"Can you please tell me why you do not want to see it?"

It is an Italian picture - like to see her in American pictures - not in foreign pictures. Male - 37

Well, she was such a sweet person and now I've changed my views. Female - 50

I'm annoyed with all the publicity about it. Male - 35

The title doesn't sound interesting. The title doesn't cover very much or give any idea what it's about. Female - 21

It should be banned. I've got kids, my daughter looked up to her especially after JOAN OF ARC. Male - 39

Why should I pay money to see a common street walker. That's all she is. Female - 27

Have no time for pictures receiving such stupid publicity. Male - 19

Don't like the type of shows she plays in. Male - 35

I never cared too much for her acting. Male - 24

I don't think I'd like it because it's in a foreign country. Female - 13

It doesn't sound like a very glamorous setting - too sordid to suit me. Female - 27

No reason in particular. I don't know enough about it. Female - 40

Oh, I haven't heard what it's really about anyway, and I certainly wouldn't go to see it just because she is in it. Female - 27

Just have no desire to see it at all. Male - 30

It doesn't interest me. Female - 21

No particular reason - I'm not too movie crazy. Female - 23

I'll never see another of hers again. She's just a tramp, just a bum. Male - 30

Never go out of my way to see any picture. Male - 39

Because I don't go very often to that kind of a show - I take the children usually. Female - 36

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QUESTION: *"Can you please tell me why you do not want to see it?"*

I don't care for foreign films. Male - 17

In my opinion her pictures should all be barred. Female - 42

On account of the displeasing publicity she's been getting. Female - 25

Hard question - but no interest in picture - doesn't appear to have much action. Female - 24

Foreign picture. Don't think I'd like it and don't care for Italian foreign films. Male - 32

I am not particularly keen over her acting. I don't believe in encouraging her actions. Male - 32

I've heard that it's not particularly good. Male - 30

Well, I've heard it isn't what it's cracked up to be in its advertising. Female - 27

I don't think I'd care for that sort of thing. Male - 29

I don't like that title and I've never seen a good picture of hers that I cared for. Male - 49

Be against my principles after what she's done. Male - 24

Anything that gets that much publicity is generally no good. Female - 28

She is no good and I do not like to see her in pictures at all. Male - 25

I have no particular desire to see Ingrid Bergman. Male - 32

I don't see too much interest in it. Male - 17

I just never cared for the foreign pictures. Female - 28

I do not especially care for her, also heard STROMBOLI was not good. Female - 50

She's probably still as good an actress but she doesn't interest me any more. Female - 29

I don't think it's going to be a special picture. Female - 20

I don't care for those kind of pictures - foreign pictures bore me. Female - 30

I've heard people say it wasn't good. Female - 17

I haven't cared for her last few pictures. Male - 25

I don't think I would like it as there is too much love in it. Male - 13

QUESTION: *"Do you especially want to see her new picture?"*
"Can you please tell me why you do not want to see it?"

Don't particularly like these kind of shows - you can kind of judge the show by the title. Male - 19

I couldn't tell until I see the preview. Male - 24

Just because she is not a favorite of mine - don't care for her pictures - JOAN OF ARC was awful. Female - 29

I wouldn't go to see any picture with her in it. They should banish all her movies from the screen. Female - 73

I don't care much for Ingrid Bergman. I think she over-acts. Female - 21

It's too deep from the name of it. Female - 34

I don't think it will be anything particular. Male - 40

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QUESTION: *"Has your opinion regarding Ingrid Bergman been changed by anything you may have seen or heard about her recently?" "How has it been changed?"*

I used to think she had a lot on the ball but I guess she's as flighty as the rest of them. Female - 27 - Catholic

I don't have the same respect I had for her before. Female - 32 - Methodist

I used to think she was a pretty nice person - an ideal sort of woman - now I've lost respect for her. Male - 25 - Catholic

Don't have respect for her I had - used to think her a marvelous person as well as actress. Female - 19 - Protestant

Well, because of what's happened. Female - 50 - Protestant

I have less respect for her as a person. Female - 32 - Jewish

I don't care for her as much. Female - 32 - Baptist

I have lost confidence in the woman. Male - 55 - Catholic

My mother doesn't even want me to read about her now. Female - 13 - Protestant

I never expected it of her. She seemed happily married to her doctor husband. Male - 36 - Jewish

I think modern society just disapproves of the thing she did. Female - 33 - Episcopalian

I don't think a woman whose career is exposed to public view should act the way she has. Male - 50 - Catholic

She was well known for playing strong character parts, but she apparently was not sincere. Male - 34 - Presbyterian

Just have no respect and no use for her. Public should not uphold her in her acts. Female - 61 - Jehovah's witnesses

For the act she pulled she should be taken out of the movies. Female - 50 - Presbyterian

By her actions about marriage. Female - 16 - Methodist

Have less regard for her morals. Female - 30 - Catholic

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RKO RADIO PICTURES, INC.

QUESTION: *"Has your opinion regarding Ingrid Bergman been changed by anything you may have seen or heard about her recently?" "How has it been changed?"*

I always thought she was un-Hollywoodish - more emotionally stable and led a more orderly life, but I don't disapprove of her any more than I did before - as an actress, that is. Male - 26 - No religion

I thought she was above such activities. Female - 36 - Methodist

I think she could have given her husband better treatment. Male - 23 - Episcopalian

I don't think anyone should do that. She really ruined her career by falling for him. Female - 33 - Catholic

Up until now everything I have heard of her as wife and mother has been good, but what a mess she is in now. Female - 41 - Catholic

I thought she had more character and would guard her reputation more. Female - 31 - Catholic

To the effect I would not go to see her. Female - 28 - Christian

I always considered her a cool, sensible woman. I have much less respect for her common sense. Female - 38 - Jewish

She's supposed to be such a holy, refined person. Now she's only a tramp. Female - 46 - Jewish

I thought she was a respectable woman. She could have been more subtle about divorce. Female - 29 - Catholic

No longer have any opinion of her at all - want nothing to do with her pictures. Female - 16 - Catholic

Personally, I think she's a disgrace to American womanhood. I just can't go along with what she's done. Male - 45 - Episcopalian

Well, I don't think much of her for having a baby without being married. Female - 14 - Catholic

I admire her for being in public life and risking such a scandal. Female - 28 - No religion

Lost respect for her as a person. It makes no difference in her movie career to me. Male - 20 - Congregational

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QUESTION: *"Has your opinion regarding Ingrid Bergman been changed by anything you may have seen or heard about her recently?" "How has it been changed?"*

She's just a tramp. I used to like her. Male - 30 - Catholic

She used to be one of my favorites. I thought she was a good woman. Female - 23 - No religion

She was like a clean-cut woman, she always reminded me of a saint. Female - 29 - Baptist

Pictures she used to play in were religious type, and I just can't see her in this way now. Male - 19 - Catholic

She is very immoral. Female - 15 - Catholic

Her decency has been changed by the birth of the child. Male - 19 - Christian Science

Definitely. I'll never see another one of her pictures. It's so un-Christianlike, what she did. Female - 25 - Presbyterian

Well, it's pulled her down - she won't be respected now. Male - 30 - Episcopalian

Disgrace to womanhood. Have no admiration for her now. Male - 42 - Jewish

I don't particularly care for that type of a person. I think everybody is disgusted with her. Male - 17 - Catholic

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QUESTION: *"Has your opinion regarding Ingrid Bergman been changed by anything you may have seen or heard about her recently?" "How has it been changed?"*

No one likes to hear that kind of scandal about the stars. Female - 25 - Jewish

It's diametrically opposed to what I used to think of her. Male - 34 - Presbyterian

She seemed like a more modest girl. Female - 32 - Catholic

I used to think she was just about perfect, but now it's the opposite. Female - 22 - Baptist

Well, if she had to fall in love, why couldn't she get her divorce first and get married right. Female - 28 - Presbyterian

She hasn't acted right. Male - 44 - Methodist

I think that she should have been a little more discreet but I don't think it's any reflection of her acting ability. Male - 34 - No religion

Well, I don't think what she did is so hot. Female - 19 - Protestant

I just don't think much of her as a person anymore. Male - 24 - Protestant

I just don't like her anymore. Male - 24 - Methodist

The publicity is bad for such happenings are contrary to our way of life. Male - 25 - No religion

I didn't think much of her as a woman - but this affair has shown her to be a real woman. Male - 20 - Catholic

I don't think she could be a good mother. Male - 47 - Jewish

Well, just that I don't approve of such actions in a movie actress or anyone else. Male - 29 - Presbyterian

She used to be so outstanding in the public eye - not now. Male - 21 - No religion

Her scandalous actions. Female - 50 - Presbyterian

I think she's a tramp and I don't care to see her anymore. Male - 45 - Baptist

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